

**BUSINESS
DEPARTMENT**

PROGRAM OF STUDY

High Point Regional High School
2024-2025 School Year



BUSINESS EDUCATION OVERVIEW



Welcome to the exciting world of business! Our courses are designed to ignite your passion for entrepreneurship, marketing, finance, management, and more! This comprehensive program offers a dynamic blend of engaging content, hands-on experiences, and real-world applications, providing you with the essential skills for success in both college and the business world. Embark on a journey of discovery, innovation, and success!

OPPORTUNITIES BEGINS HERE!



Theresa Emma - temma@hpregonal.org

Faith Card - fcard@hpregonal.org

Dije Alliu - dalliu@hpregonal.org



Our Mission

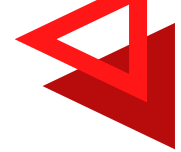
Our mission is to inspire our students to explore their business potential, foster critical thinking, collaboration, and ethical leadership, while connecting them with the tools and resources to launch their future ventures.



Our Vision

Our vision is to be a leading Business Department that ignites a passion for learning, develops future leaders, and contributes to the broader community. We aspire to create an inclusive and dynamic learning environment where students graduate with the skills and mindset needed to thrive in an ever-changing world.





BUSINESS EXPERIENCES

Field Trips, Speakers, Activities and More!



Sports Stadium

Go behind the scene at Sports Stadiums! See the magic of Marketing come to life at Met Life or Yankee Stadium.



Crystal Springs Resort

Visit a popular resort that is right in our back yard! Check out the ins and outs of the hospitality business while viewing world class swimming pools, spas, and more!



American Dream Mall

Check out retail madness at the American Dream Mall. Walk around the amazing retail shops and check out all the things they have to offer at the American Dream Mall (including a water park and ski mountain)!



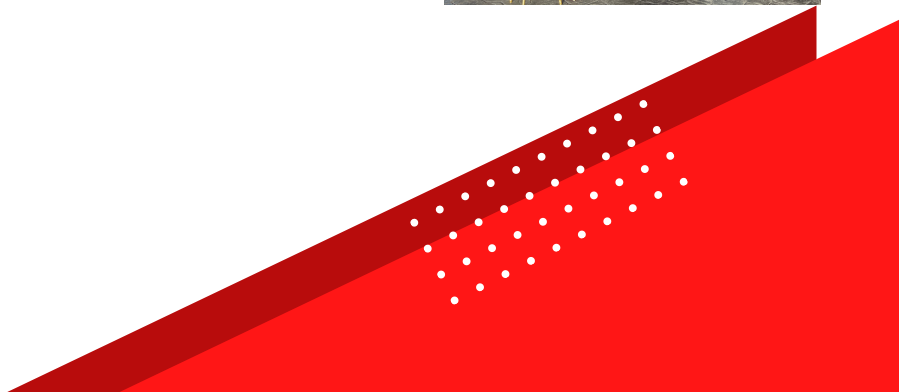
Local Businesses

We have some amazing business opportunity within Sussex County! We will bring you along to view new opportunities within the community that will spark excitement for your future!



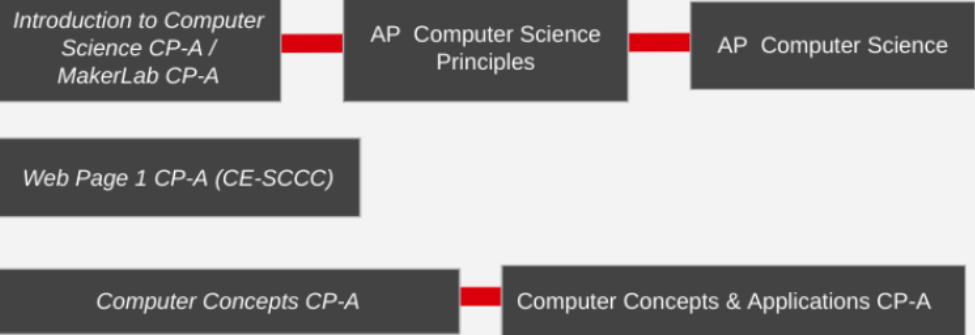
Guest Speakers

Meet the amazing people who do the job today! Business guest speakers will come in a provide insight to their career and what could be in store for your future!

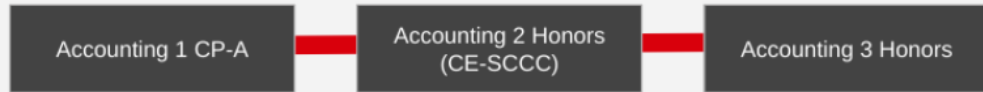


BUSINESS PATHWAYS

COMPUTER TECHNOLOGY PATHWAYS



FINANCE PATHWAYS



MARKETING PATHWAYS



ADDITIONAL OFFERINGS

BUSINESS ADMINISTRATION COURSE:

- *Introduction to Business CP-A (CE-SCCC)*

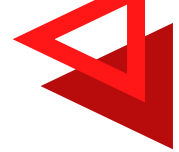
FINANCE COURSES:

- *Personal Finance CP-A/Virtual*
- AP Microeconomics (Will be offered in 2025-2026)
 - AP Macroeconomics will be offered in 2024-2025

WORK STUDY PROGRAM:

- Work Experience CP-A





INTRODUCTION TO COMPUTER SCIENCE

Content

JavaScript:

- Learn the most widely used programming language by creating computer programs!
- Develop problem-solving skills, and working through fun challenges while making games and creative projects!



Python:

- Learn the most in demand programming language!
- Utilize graphics-based art, games, and algorithms designed with many interests in mind!



Coding Concepts:

- Sequencing, sprites, events, loops, conditionals, functions, variables, and for loops.



Experience

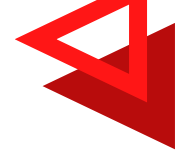
- Projects: dance party, artwork, virtual pets, mazes, snowflakes, puzzles
- Algorithms
- Games
- Sphero Robots: Ollie, Spk+



Real World Connection

- Explore possible careers in computer science
- Utilize computational thinking skills to break down complex issues with AI, cybersecurity, and data privacy
- Build projects linked to hobbies or passions
- Deconstruct technology

Grades 9-12
2.5 Credits
Paired with MakerLab



AP COMPUTER SCIENCE PRINCIPLES

Content

JavaScript:

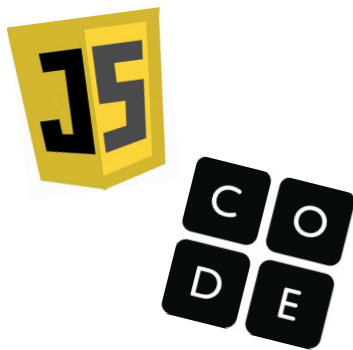
- Master the most widely used programming language by creating computer programs!
- Investigate foundational concepts of the computer science field.
- Explore how computing and technology can impact the world.

Create Task:

- Design your own app.
- Create a digital portfolio that showcases your ability to program and analyze your own code.

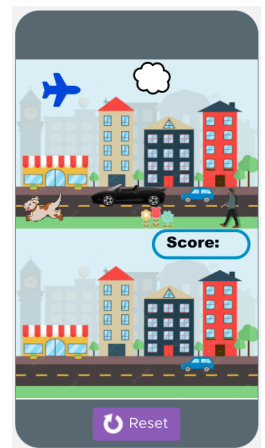
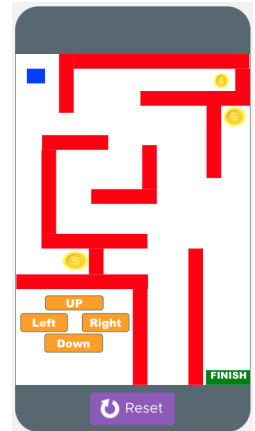
AP Test:

- Assesses your understanding of creative development, data, algorithms/programming, computer systems, and the impact of computing.



Experience

- Hands-on coding
- Algorithm design and analysis
- Problem-solving challenges
- Collaborative projects
- Discussions and debates
- Guest speakers



Real World Connection

- Ability to break down complex problems into smaller, manageable steps.
- Design and implement efficient solutions to problems using algorithms and organize data effectively using data structures.
- Gain hands-on experience with syntax, variables, control flow, and functions.

Grades 10-12
5 Credits
Prerequisite: Algebra I

WEB PAGE DESIGN 1

CE

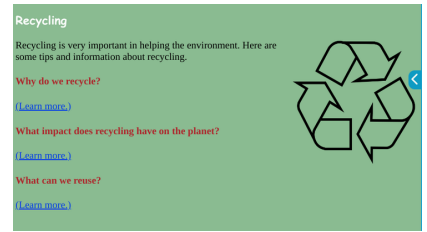
Content

HTML:

- Master the most widely used programming language by creating computer programs!
- Explore the role of the web and how it can be used as a medium for creative expression.
- Think critically about the impact of sharing information online and how to be more critical consumers of content.

CSS:

- Explore style elements for your web page.
- Learn the syntax for CSS rule-sets and then explore properties that impact HTML text elements.
- Utilize advanced elements to better control the appearance of their pages.



Experience

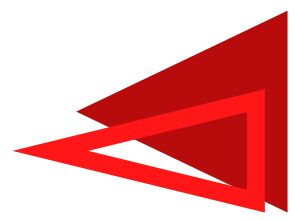
- Explore and critique existing websites
- Create web pages for a purpose
- Code, debug, and style your own web page
- Collaborative activities and projects

Real World Connection

- Program problem solving
- Valuable skills such as debugging, using resources, and teamwork
- Creation of a personal website you can publish and share

Grades 9-12
2.5 Credits

COMPUTER CONCEPTS



Content

Computer Essentials:

- Develop good techniques in keyboarding and gain a comprehensive overview of word processing.
- Business style preparation of letters, memos, emails and other business-related documents.

Microsoft Office:

- Dive into the world of Microsoft Office and understand how to utilize the office suite. Includes Word, PowerPoint, Excel and Publisher.
- Develop and create documents, posters and spreadsheets.

Internet Responsibility:

- Learn how to keep your privacy safe and sound, and develop skills to increase your internet security.
- Take on real-world challenges with your classmates in group projects that'll have you ready for college or even the workforce.



Experience

- Microsoft Office Suite projects.
- Create fliers, guides and programs for school events.
- Visit other school departments and to help create projects based on their needs.



Real World Connection

- Acquire practical skills demanded by today's business landscape, enhancing your college and career readiness.
- Build a strong foundation for further studies in computer-related fields.
- Connect with local professionals.

Grades 9-12
2.5 Credits

ACCOUNTING PATHWAY

CE

Content

Foundation in Accounting Principles:

- Analyzing, recording transactions, preparing financial statements
- Strategic thinking and problem solving skills
- Data Analysis and Visualization: Google Sheets and Excel data tools.
- Accounting software proficiency, staying informed about emerging technologies.
- Career exploration: Forensic accounting, international accounting, financial analysis, non-profit accounting, etc.
- Independent Study and Research: Exploring specific topics in depth, developing research skills.
- **Potential for certifications and more!**



Experience

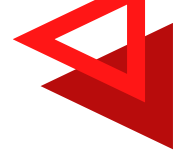
- Business Simulations
- Play Monopoly
- Meet local professionals in the Accounting career field
- Learn real-life accounting system *Quickbooks*

Real World Connection

- Learn the basics of small business bookkeeping
- Acquire the skills for an entry-level position for businesses
- Build a strong foundation for further studies in business-related fields.

Grades 9-12
5 Credits

MARKETING 1



Content

The World of Marketing:

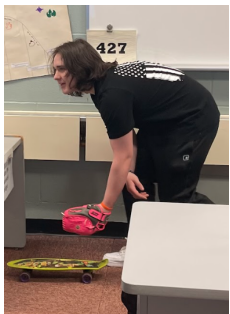
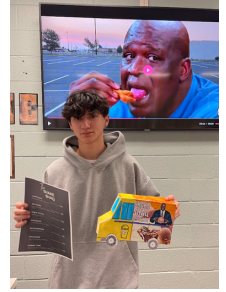
- Apply the fundamentals of marketing and how they interrelate to influence consumer behavior and generate successful marketing campaigns.

Marketing Information Management:

- Explore methods for identifying target audiences, assessing market trends, and gathering data to inform strategic marketing decisions.

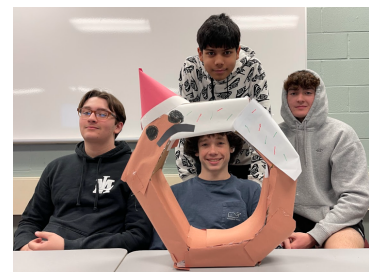
Product, Price, Place, Promotion:

- Learn how to conceptualize, design, position, and manage products and services within a competitive landscape.
- Gain an understanding of various pricing models, cost-benefit analysis, and the impact of pricing on consumer perception and demand.



Experience

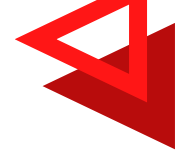
- Retail Business Simulation Game
- Authentic Projects
- Field Trips
- Guest Speakers



Real World Connection

- Gain a critical eye towards marketing strategies used by businesses everywhere.
- Awareness to the vast career opportunities in marketing and related fields.
- Develop analytical and critical thinking skills applicable to various aspects of life.

Grades 9-12
5 Credits



SPORTS, ENTERTAINMENT, HOSPITALITY, TOURISM

Content

Sports:

- Explore sponsorship strategies, athlete endorsements, ticketing, merchandise sales, and fan engagement techniques.

Entertainment:

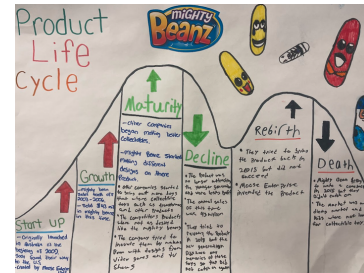
- Delve into marketing for music, movies, concerts, theater, theme parks, and other entertainment sectors.

Hospitality:

- Identify the different segments of the industry while keeping up with the latest trends and challenges it faces.

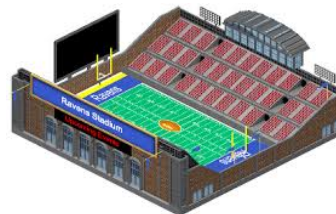
Tourism:

- Understand the tourism sector with its different types of destinations/attractions while taking into account varying tourist behaviors.



Experience

- Sports Stadium Simulation Game
- Authentic Projects
- Field Trips
- Guest Speakers



Real World Connection

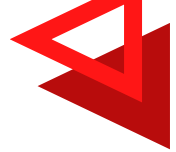
- Discover the industries through case studies and real-world campaigns.
- Combine your passion for sports or entertainment with the practical skills to make a career in the field.
- Network with industry professionals!

Grades 10-12

2.5 Credits

Prerequisite: Marketing 1

FASHION MARKETING & MERCHANDISING



Content

Discover the history of fashion

- Fashion through the decades
- Fashion icons and designers

Marketing in the fashion industry

- Fashion branding and marketing opportunities
- Social media marketing - Tiktok, Instagram, Pinterest and more!

Concepts of Design

- Creative design ideas for fashion
- Designing promotional materials for fashion brands

Fashion Retail Experience

- Window display creation



Experience

- Design clothes and accessories
- Create outfits of the decades for Barbie
- Watch and create Runway Fashion Show
- Field trips to American Dream Mall, FIT and more!

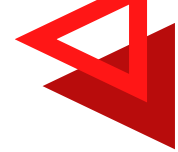
Real World Connection

- Discover fashion career potential
- Learn the ins and outs of the Fashion industry
- Find new ways to use social media and technology for marketing success



Grades 10-12
2.5 Credits

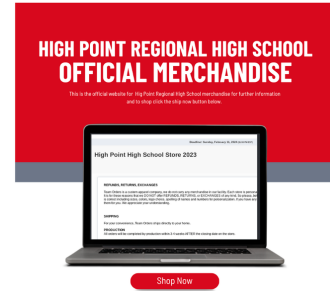
Prerequisite: Marketing 1



MARKETING SEMINAR HONORS

Content

- Understand the needs and desires of your target audience through marketing research.
- Analyze trends, competitor offerings, and budgets to curate an attractive and profitable product mix.
- Develop creative campaigns to generate excitement and drive sales.
- Track sales trends, analyzing marketing campaign performance, and making data-driven decisions.
- Ensure efficient ordering, stocking, and managing inventory levels.
- Record transactions, calculate profits and losses, and make sound financial decisions.
- Address challenges, overcome obstacles, and adapt to changing circumstances.
- Learn valuable lessons about starting and running a business!



Experience

- Run the High Point School Store
- Conduct research inside the HP community
- Design products and displays
- Create promotions and sell
- Guest speakers
- Marketing field trips!

Real World Connection

- Identify customer needs, promote products, and close sales.
- Gain insights into the challenges and rewards of running a business.
- Make community connections!
- Build your resume with real world experience!

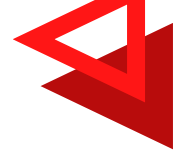
WELCOME TO
CAT COUNTRY
SCHOOL STORE

Grades 11-12
2.5 Credits

Prerequisites: Marketing 1
or SEHT or Fashion M&M

INTRODUCTION TO BUSINESS

CE



Content

Entrepreneurship Essentials:

- Unleash your creativity as you learn to ideate, plan, and launch your own business.
- Explore case studies of successful entrepreneurs and understand the secrets to their success.

Marketing and Branding:

- Dive into the world of marketing and branding, understanding how to create and promote a compelling brand identity.
- Develop a marketing campaign for a fictional product, applying key marketing principles.

Management Fundamentals:

- Learn the principles of effective management, including leadership skills, team collaboration, and organizational behavior.
- Engage in group projects that simulate real-world management challenges.



Experience

- Business Simulation Game
- Step into the shoes of a business owner through an interactive simulation game.
- Visit local businesses
- Meet local professionals
- Hear from successful business owners
- Mock Business Plan Competition

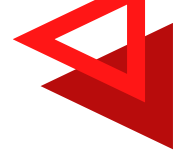


Real World Connection

- Acquire practical skills demanded by today's business landscape, enhancing your college and career readiness.
- Build a strong foundation for further studies in business-related fields.
- Connect with local professionals

Grades 9-12
2.5 Credits

PERSONAL FINANCE



Content

Financial Foundations:

- Understanding Money: income, expenses, budget, net worth, investing
- Banking Basics: Types of accounts, choosing a bank, debit cards, mobile banking
- Financial Responsibility: Importance of responsible spending, avoiding impulse purchases, setting financial goals.
- Building Credit: Understanding credit scores, responsible credit use, building credit history.

Planning for the Future:

- Higher Education Planning: Cost of college, financial aid options, scholarships, grants, student loans.
- Career Planning: Exploring career options, understanding salaries and benefits, budgeting for future expenses.
- Retirement Planning: Understanding retirement accounts (IRA, 401k), compound interest
- Investing for the Future: Different investment options (stocks, bonds, mutual funds), understanding risk and return.

Experience

- Hands-on activities: Creating and tracking budgets, using budgeting apps, credit score calculations.
- Real-world simulations: Financial decision-making games, virtual stock market challenges, budget planning for specific scenarios.
- Independent projects: Researching financial topics, creating financial plans

Real World Connection

- Create and manage your own budgets, track expenses, and make informed spending decisions
- Build good credit and manage debt responsibly
- Start planning for the future, including higher education, career paths, and retirement



Grades 9-12
2.5 Credits